

Forum

Reflections on the mayoral election

Democrat Martha Wood put together a biracial coalition of black and white voters from diverse economic backgrounds to become the first woman mayor of Winston-Salem. The narrow victory over her opponent, Republican Len Sale -- only 900 votes of the 30,000 votes cast -- came after a long, bitter and expensive mayoral campaign in which the discussion of issues lost out to the politics of negative campaigning.

Pinocchio and the Klan made their appearances and a useful discussion of jobs, economic growth, drugs and crime was relegated to the back pages. The Republicans gained two seats on the city council, a sign that competitive party politics is increasingly a fact of life for national, state and local politics in North Carolina. Regardless of strength in Democratic Party registration, the increased size of a financially secure middle class and a Reagan-like attitude toward the aspirations of blacks -- we owe them nothing but jellybeans -- have

made for more younger Republicans and more conservative Democrats voting Republican.

What made for the most expensive and certainly one of the most polemical campaigns for mayor in

the \$500-and-above category, members of the country and Piedmont clubs, supporters of economic growth where environmental effects usually come in second place -- selected their candidate late and



GUEST COLUMN

By DR. DON SCHOONMAKER

Winston-Salem? Besides the unfortunate vogue of negative campaigning -- offspring of Willie Horton, whose paternity could well be attributed to the Helms' Congressional Club style -- there are local reasons for so much heat and so little light in the campaign just concluded.

The Democratic Party's white "establishment" -- mainly West Warders, managers and owners of large and medium-sized businesses, contributors to political campaigns

played catch-up ball in a divisive second primary. Fear of loss of access to a feisty female who had the boldness to question the prevailing wisdom, the politics of personal attack was led by the major daily paper (MODP=monopoly on daily print). A local zealot of Dee Smith tried Pinocchio's nose and fell flat on his face with a probable backlash. MODP tried personal invective instead of reasoned persuasion

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Carl Matthews deserves recognition

During last Sunday's dedication of the nation's first memorial to martyrs of the civil rights movement, Julian Bond told a crowd of nearly 6,000 that it is important to remember that besides the marquee names, many common people played an important role in the struggle.

The memorial is in Birmingham, Ala., and contains the names of 40 people who died in the struggle for racial equality, including the Rev. Martin Luther King Jr. and Medgar Evers.

"Without degrading Dr. King, this was a lot more than a Martin Luther King movement," said Mr. Bond, the first Afro-American state lawmaker in Georgia. "Many were ordinary, everyday people who rose above their ordinariness to make a difference."

Such can be said of Winston-Salem's Carl W. Matthews, who is very much alive but whose contributions to the local civil rights struggle go either unnoticed or unacknowledged.

In fact, Mr. Matthews, who recently ran unsuccessfully for alderman, says he has been unemployed for approximately 20 years since 1960 "due to political ostracism and abandonment by so-called prominent black leadership because I speak the truth."

Local newspaper accounts, court documents, wire service stories and stories in the Afro-American newspaper group chronicle Mr. Matthews' contributions to the civil rights struggle beginning on Feb. 8, 1960, when as a lone wolf he sat at a lunch counter at the S.H. Kress Co. store on Fourth Street.

At the time, the Rev. E.S. Hargde, pastor of Goler Metropolitan AME Zion Church and president of the Winston-Salem Chapter of the

National Association for the Advancement of Colored People, was quoted in the *Winston-Salem Sentinel* as saying, "The NAACP has nothing whatsoever to do with this effort."

Mr. Matthews remained alone in his effort until word spread through news broadcasts. He was then joined by other Afro-American sympathiz-



AGAINST THE GRAIN

By ROOSEVELT WILSON

By Feb. 11, an estimated 500 Afro-Americans had joined the "passive resistance" movement ad named Mr. Matthews as their executive chairman. It was also at this meeting that the NAACP gave its first endorsement of the effort. The Rev. Hargde, whose church hosted the meeting, urged the community to give its full support to the lunch counter effort.

On Feb. 16, Mr. Matthews also initiated and led the first freedom ride on a Greyhound bus, from Winston-Salem to Durham and back.

The Feb. 19 edition of the *Sentinel* carried letters to the editor, all supporting the principles for which Mr. Matthews was leading the fight.

On Feb. 22, nine white students from Wake Forest, 11 Afro-Americans from Winston-Salem State and Mr. Matthews were arrested at the F.W. Woolworth store at Fourth and Liberty and charged with trespassing at white lunch counters.

The arrests simply fanned the flames. "This experience of being jailed has made us even more determined than we were at first," Mr.

Matthews told supporters and the media.

On March 10, Gov. Luther Hodges said he had asked the heads of North Carolina's state-supported colleges to use their influence to bring a stop to the wave of lunch counter demonstrations. Nine days later, former President Harry S. Truman told

the Associated Press, "If anybody came to my store and tried to stop business, I'd throw him out." He also said, "The Negro should behave himself and be a good citizen while pushing for integration."

The struggle continued, however, and on Wednesday morning, May 25, sit-down lunch counters at S.H. Kress and Co., two F.W. Woolworth stores, H.L. Green Co. and Walgreen's drug store all opened on a desegregated basis and served Afro-Americans without incident.

Mr. Matthews, after 107 days of persistence, was the first Afro-American served at a desegregated lunch counter in Winston-Salem.

Here is an ordinary man who rose above his ordinariness to make a difference. Carl W. Matthews is to the civil rights struggle in Winston-Salem what Dr. Martin Luther King Jr. was to the civil rights struggles in this nation.

We should be eternally grateful for both and never forget either.

Roosevelt Wilson teaches journalism at Florida A&M University in Tallahassee, Fla.

Chronicle Mailbag

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levels. Nowhere is this more prevalent than in our churches. There is no way drugs could possess our young if the thousands of church members became involved in combatting such. And guess who supports our great establishments such as the NAACP, Urban League, etc.? How many readers of this article make a contribution substantial enough for these institutions to occupy the beautiful buildings and render services to the black community?

One way to combat the practice of racism is to do exactly what James Meredith has done and does. In the quest to get what he wanted, he decided to join and work with white people. One can't win a battle with an enemy by staying home and hiding underneath the bed. James Meredith took a daring but great step by joining Sen. Helms' staff. What an education all with racist attitudes will get as it sooner or later dawns on them, as each discovers that skin color does not change the humanness in people. An attitude possessed cannot be changed by simply telling one

about it -- as is the method used by Dr. King. His seminar time could be better spent relating to black people -- particularly on the poverty level -- who have been brainwashed to believe that before they secure an education and get a job they must be wanted by white people. And let's not forget our criminal element who've been brainwashed to justify taking and selling drugs, killing each other, robbing/burglarizing each other on the basis that the practice of racism dictates such.

America is the greatest country in the entire world insofar as permitting to live as full a life as possible. This includes being the most one can be as well as choosing to live in a gully.

Dawn Drake
Winston-Salem

Support United Way

To The Editor:

The United Way campaign is an

autumn tradition in our community. It is that chance for 49 member agencies and the community to "unite" and raise essential monies for human services and programs for the coming year.

Various factors have caused this year's campaign to move slowly, and we have only reached 66 percent of its goal.

The United Way monies are an essential element that helps fund the "war on drugs" fought at STEP ONE Substance Abuse Services. Intervention, treatment and prevention services are necessary components of a systemic and comprehensive battle to reduce the demand for chemicals.

The Board of Directors and I encourage all members of this community to support the United Way Fund Drive to ensure that services may not be reduced next year.

Selbert M. Wood Jr.
Executive Director
STEP ONE
Substance Abuse Services

MIST BEHAVIN'

It's the season to enjoy the light smooth taste of imported Canadian Mist. The gift that keeps on giving -- but so much more.

Imported and Bottled by Brown-Forman Beverage Co. Canadian Whisky A Blend. 40% Alc. by Volume Louisville, KY

Belk HANES MALL WINSTON-SALEM

JUST FOR YOU... A NEW MALL

Just for You . . .

A GALA EVENING . . .

CELEBRATING THE GRAND OPENING OF THE NEW BELK-HANES MALL

PRESENTED BY BELK OF HANES MALL AND THE JUNIOR LEAGUE OF WINSTON-SALEM, INC.

NOVEMBER 12, 1989 AT 7:00 P.M.

We cordially invite you to the Grand Opening Gala Celebration of the new Belk. An evening filled with joyous celebration. Featuring: • a dynamic fashion presentation • famous designer, Carolina Herrera • the delightful entertainment of Ron Rudkin's orchestra, jazz trio, The Embers, blue grass band, violinist, harpist, flutist, pianist, clown, mime and jugglers • and delicious food, decadent desserts and open bars.

Register to win: • 2, \$500.00 Belk shopping spree • magnificent diamond ring • full length mink coat • a five day/four night Bermuda trip with air transportation for two provided by USAir • and a 20x24 oil portrait provided by Belk Signature Portraits.

Tickets, \$35.00 each, \$75.00 for patron. Donations are tax deductible. Black tie optional.

Don't miss our big Gala Grand Opening Party!

- Tickets available Level III Customer Service Desk
- Limited tickets available. Don't miss the event of the season.

You are cordially invited to attend "The Official Ribbon Cutting Ceremonies" Silas Creek Entrance November 13, 1989 9:30 a.m.

Proceeds from the Belk Gala will benefit the 1990-91 community projects of the Junior League of Winston-Salem, Inc.

Current projects include: Teen Talk in collaboration with the Forsyth County Health Department and the Salvation Army Girls Club, AIDS Resource Guide in conjunction with the AIDS Task Force, Parent/Child Workshops in collaboration with Planned Parenthood, Project Break-Through in conjunction with the Experiment in Self-Reliance, Children and Grief -- a partnership with Hospice and the Winston-Salem/Forsyth County School System, and Parent Communication Seminars in collaboration with the Adolescent Pregnancy Prevention Council and other community agencies, organizations, and businesses.

THE JUNIOR LEAGUE OF WINSTON-SALEM, INC. THANKS YOU FOR YOUR SUPPORT

BURLINGTON, EDEN, GREENSBORO, HIGH POINT, LEXINGTON, REIDSVILLE, WINSTON-SALEM
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